

## AMENDMENTS TO THE CLAIMS

Please amend Claims 1 and 12 and add Claims 13 through 18 as follows:

1. (Currently Amended) A signal processing apparatus comprising:

a receiving circuit for receiving data comprising print contents transmitted from a sender so as to be simultaneously receivable by a plurality of receivers; and

a processing circuit for outputting, to a printer, print data in accordance with both of the data received by the receiving circuit and user information of a user of the signal processing apparatus,

wherein the data received by the receiving circuit comprises a plurality of sub print-contents which is part of the print contents, ~~and~~

wherein the processing circuit automatically selects one of the plurality of sub print-contents in accordance with the user information, and obtains the print data from the selected sub print-content, and

wherein one of the following conditions is satisfied:

(a) the user information comprises a time at which the user started watching a program, and the processing circuit selects one of the plurality of sub print-contents in accordance with the time at which the user started watching the program;

(b) the user information comprises a location where the user is viewing a program, and the processing circuit selects one of the plurality of sub print-contents in accordance with the location;

(c) the user information comprises a cumulative viewing time of the user, and the processing circuit selects one of the plurality of sub print-contents in accordance with the cumulative viewing time;

(d) the user information comprises information identifying the user, and the processing circuit selects one of the plurality of sub print-contents in accordance with the information identifying the user; and

(e) the user information comprises information identifying a television set used by the user, and the processing circuit selects one of the plurality of sub print-contents in accordance with the information identifying the television set.

2. (Cancelled)

3. (Previously Presented) A signal processing apparatus according to claim 1, wherein the data transmitted so as to be simultaneously receivable by the plurality of receivers includes data for use in sequentially generating stimuli perceptible by a user via a perception device.

4. (Original) A signal processing apparatus according to claim 1, wherein the processing circuit includes at least a circuit for outputting, to the outside of the signal processing apparatus, a signal for requesting the print data or data from which the print data is obtainable, in accordance with data transmitted so as to be simultaneously receivable by the plurality of receivers and in accordance with information associated with a user of the signal processing apparatus.

5. (Original) A signal processing apparatus according to claim 1, wherein the user information includes at least information indicating a behavior history of the user.

6. (Original) A signal processing apparatus according to claim 5, wherein the data transmitted so as to be simultaneously receivable by the plurality of receivers includes at least data for use in sequentially generating stimuli perceptible by a user via the perception device, and the information indicating the behavior history of the user is information indicating times at or for which the user perceived the stimuli generated on the basis of the data.

7. (Original) A signal processing apparatus according to claim 1, wherein the user information includes at least information indicating a property of the user.

8. (Original) A signal processing apparatus according to claim 1, wherein the user information includes at least identification information for identifying the signal processing apparatus.

9. (Original) A signal processing apparatus according to claim 1, wherein the user information is acquired on the basis of data received by the receiving circuit.

10. (Original) A perception apparatus comprising a perception device and a signal processing apparatus according to claim 1, wherein the data transmitted so as to be simultaneously receivable by the plurality of receivers includes at least data for use in sequentially generating stimuli perceptible by a user via the perception apparatus.

11. (Previously Presented) A printing apparatus comprising a signal processing apparatus according to claim 1 and a printer for printing in accordance with the print data output from the processing circuit.

12. (Currently Amended) A broadcasting method comprising the step of transmitting first data for producing print data to be printed by a printer and a plurality of second data specifying signal processing to be performed on the first data to produce the print data at a particular signal processing apparatus that receives the first data and the plurality of second data, in such a manner that data comprising the first data and the plurality of second data can be simultaneously received by a plurality of signal processing apparatuses,

wherein the signal processing apparatus automatically selects one of the plurality of second data depending on the information associated with the user of the particular signal processing apparatus, and

wherein one of the following conditions is satisfied:

(a) the information associated with the user comprises a time at which the user started watching a program, and the processing circuit selects one of the plurality of sub print-contents in accordance with the time at which the user started watching the program;

(b) the information associated with the user comprises a location where the user is viewing a program, and the processing circuit selects one of the plurality of sub print-contents in accordance with the location;

(c) the information associated with the user comprises a cumulative viewing time of the user, and the processing circuit selects one of the plurality of sub print-contents in accordance with the cumulative viewing time;

(d) the information associated with the user comprises information identifying the user, and the processing circuit selects one of the plurality of sub print-contents in accordance with the information identifying the user; and

(e) the information associated with the user comprises information identifying a television set used by the user, and the processing circuit selects one of the plurality of sub print-contents in accordance with the information identifying the television set.

13. (New) A signal processing apparatus according to claim 1, wherein condition (a) is satisfied.

14. (New) A signal processing apparatus according to claim 1, wherein condition (b) is satisfied.

15. (New) A signal processing apparatus according to claim 1, wherein condition (c) is satisfied.

16. (New) A signal processing apparatus according to claim 1, wherein condition (d) is satisfied.

17. (New) A signal processing apparatus according to claim 1, wherein condition (e) is satisfied.

18. (New) A signal processing apparatus according to claim 1, wherein the processing circuit's automatic selection causes a discount rate of a coupon to be varied in accordance with a cumulative viewing time of the user.